

Solicitation Letter for Sponsors

Date

«First_Name» «Last_Name»
«Title»
«Company_Name»
«Address_Line_1»
«Address_Line_2»
«City», «State» «ZIP_Code»

Dear «Salutation» «Last_Name»:

As «Title» of «Company_Name», you are most likely aware that heart disease is the #1 killer of women in the United States. Nearly twice as many women in the U.S. die of heart disease and stroke as from all forms of cancer, including breast cancer. However, many women do not realize they are at risk!

The Heart Truth, developed by the National Heart, Lung and Blood Institute, is a nationwide public education campaign aimed at women ages 35+. The goals of the campaign are to give women a wake up call about their risk of heart disease and to build awareness of the signs and symptoms of heart disease. A specially designed “Red Dress Pin” serves as the national symbol of women and heart disease awareness with the message that “heart disease doesn’t care what you wear”. Numerous *Heart Truth* events are being held this year across the country.

National partners in this campaign include the American Heart Association, the National Coalition for Women with Heart Disease, the Office of Women’s Health and the National Women’s Health Information Center. Partners in our state include the Nebraska Health and Human Service System’s Cardiovascular Health Program and Office of Women’s Health, the American Heart Association of Nebraska and many others.

We are in the process of planning a *Heart Truth* event that will target area beauty salons in the region as educational outreach sites. Beauty salons were chosen because that is where many women go to take a few moments to relax and focus on themselves. What an ideal setting to place valuable information that will motivate women to act now to protect their hearts and convince other women to take positive action as well!!!

We plan to invite representatives of the beauty salons in Adams, Clay, Nuckolls and Webster counties to a Luncheon and Red Dress Fashion Show to be held October 20, 2003 at the Holiday Inn Convention Center in Hastings. At the event, representatives of the salons will learn about the risks of heart disease in women and how they can play an important role in *The Heart Truth* campaign. Displays of educational materials will be provided for them to take back to their salons. Area businesses will be asked to provide “red dresses” for the Red Dress Fashion Show. This event has been chosen to kick off a week of *The Heart Truth* events across Nebraska and will receive considerable media attention.

The Heart Truth Coalition is respectfully requesting consideration of sponsorship in the amount of «Dollar_Amount» to help make this very important public education campaign a success. It is our hope that «Company_Name» would like to help promote awareness of heart disease among women by being a sponsor of *The Heart Truth* Luncheon and Red Dress Fashion Show. Contributing organizations will be recognized at the Luncheon/Fashion Show and in local, area and statewide media coverage of the event.

A member of *The Heart Truth* Coalition of Adams, Clay, Nuckolls and Webster Counties will be contacting you in the very near future. Please feel free to contact any of the members listed below if you have any questions. Again, we hope that you will consider being a sponsor for this worthwhile event!

Thank you!

The Heart Truth Coalition of
Adams, Clay, Nuckolls
And Webster Counties

Teresa Anderson, RN, MSN
Mary Lanning Memorial Hospital
715 N. Kansas
Hastings, NE 68901
(402)461-5179

Janice Baird, RN
Clay County Health Dept.
209 W. Fairfield
Clay Center, NE 68933
(402)762-3571

Carla Ost, RN
Brodstone Memorial Hospital
520 Idaho, Box 187
Superior, NE 68978
(402)879-3281

Brenda Kahrs, RN
Webster County Community Hospital
P.O. Box 465
Red Cloud, NE 68970
(402)746-2291

Dixie Zoucha, ATC, LPN
South Heartland District Health Dept.
315 N. Baltimore
Hastings, NE 68901
(402)462-6211

The Heart Truth is...
Heart disease is not just a man's disease;
It's the #1 killer of women!

Dear Beauty Salon Owners/Managers:

Chances are you've been hearing a lot of information lately on women and heart disease. That's because an exciting new public awareness campaign targeting women ages 35+ called *The Heart Truth* is underway. The primary message of the campaign, which is sponsored by the National Heart, Lung, and Blood Institute, is heart disease is not just a man's disease – it is the #1 killer of women. The campaign pairs the message with the Red Dress - the national symbol for women and heart disease.

Over the next few months, numerous events will be held across the country to spread the word that heart disease is a women's issue. We are planning a very special event right here in South Central Nebraska. This event has been chosen to kick off a week of *The Heart Truth* events across Nebraska and will receive considerable media attention. **We need your help to make this event a success!!!**

All beauty salons in Adams, Clay, Nuckolls and Webster counties will soon receive an invitation to *The Heart Truth* Luncheon and Red Dress Fashion Show to be held October 20th at the Holiday Inn Convention Center in Hastings. You and all the stylists in your salon will be invited to attend this event **free of charge**. Various health organizations are helping sponsor the event and area clothing retailers are being asked to provide "red" dresses or outfits for the Fashion Show, which will be emceed by an area celebrity. Following the heart healthy luncheon, medical professionals will speak about the risks of heart disease in women. There will be lots of door prizes and we hope to have some state and area dignitaries attend!!!

Why are we targeting beauty salons? Since the beauty salon is where many women go to take a few minutes to relax and focus on themselves, it is the ideal setting to place valuable information that will motivate women to act now to protect their hearts and convince other women to take positive action as well. An attractive display of educational materials will be given to each salon to give women life-saving information about their risks of heart disease and how to lower their risk.

You can be a lifesaver... please help us spread *The Heart Truth* to women in South Central Nebraska! To make this event a huge success all we need is your salon's participation!!!! Please spread the word to the stylists in your salon and when your invitation comes, just let us know how many stylists from your salon will be attending! If you or any of the stylists in your salon are interested in styling a model's hair, nails or make-up, or know of anyone interested in being models, please contact Dixie Zoucha at (402)462-6211 or 1-877-238-7585 (toll free) as soon as possible.

Thank You!

*The Heart Truth Coalition of Adams, Clay, Nuckolls and Webster
Counties*

Please visit *The Heart Truth* website for more information at www.nhlbi.nih.gov/health/hearttruth

Dear :

Chances are you have heard about *The Heart Truth*, a nationwide campaign to build awareness of women's heart disease and empower women to reduce and prevent their risk. The campaign pairs the message that heart disease is not just a man's disease – it is the #1 killer of women – with the visual of the Red Dress, the national symbol for women and heart disease. The campaign is sponsored by the National Heart, Lung, and Blood Institute in partnership with other organizations committed to women's health.

Numerous *Heart Truth* events are being held across the country. Enclosed is an invitation inviting you to *The Heart Truth Luncheon and Red Dress Style Show*, which will kick off a week of *Heart Truth* events across Nebraska. This event is being held in Hastings to help raise awareness among women in South Central Nebraska that heart disease is their #1 health threat. Sponsors for the event include Brodstone Memorial Hospital/Superior Family Medical Center, Mary Lanning Memorial Hospital, Midlands Cardiology Group, Nebraska Heart Institute, South Heartland District Health Department and Webster County Community Hospital; in partnership with the American Heart Association of Nebraska, Bristol-Meyers Squibb Medical Imaging, Clay County Health Department and the Nebraska Health and Human Service System's Cardiovascular Health Program and Office of Women's Health.

Emcee for the Style Show will be Kelly Glorioso, newscaster at KHAS-TV in Hastings. A heart healthy luncheon will follow the Style Show. At this time, the program keynote speaker is Dr. Pradipta Chaudhuri, a cardiologist with the Hastings Heart Institute.

Please consider joining us on October 20th in Hastings and help us spread *The Heart Truth* message to the women of Nebraska. For more information, please feel free to contact Dixie Zoucha at (402)462-6211 or 1-877-238-7595

Thank you!

The Heart Truth Coalition of Adams, Clay, Nuckolls and Webster Counties

The Heart Truth is...
Heart disease is not just a man's disease;
It's the #1 killer of women!

Dear Retailer:

Chances are you've been hearing a lot of information lately about women and heart disease. That's because an exciting new public awareness campaign targeting women ages 35+ called *The Heart Truth* is underway. The primary message of the campaign, which is sponsored by the National, Heart, Lung, and Blood Institute, is heart disease is not just a man's disease – it is the #1 killer of women. The campaign pairs the message with the Red Dress - the national symbol for women and heart disease.

Over the next few months, numerous events will be held across the country to spread the word that heart disease is a women's issue. We are planning a very special event right here in South Central Nebraska. This event has been chosen to kick off a week of *The Heart Truth* events across Nebraska and will receive considerable media attention.

We will be inviting stylists from beauty salons in Adams, Clay, Nuckolls and Webster counties to a Luncheon and Red Dress Fashion Show to be held October 20, 2003 at the Holiday Inn Convention Center in Hastings. Various health organizations are helping sponsor the event. Following the fashion show, which will be emceed by an area celebrity, a heart healthy lunch will be served and medical professionals will speak about the risks of heart disease in women. In addition to the media coverage, we hope to have some state and area dignitaries attend!

Since the beauty salon is where many women go to take a few minutes to relax and focus on themselves, it is the ideal setting to place valuable information that will motivate women to act now to protect their hearts and convince other women to take positive action as well. An attractive display of educational materials will be given to each salon to give women life-saving information about their risks of heart disease and how to lower their risk.

To make this event a success we need your help! There are many ways your business can participate...by providing "red" dresses or outfits for the fashion show, helping us recruit model; donating candles or floral arrangements that will be used as centerpieces and door prizes for the event; or designing a "Red Dress" window display at your place of business.

You can be a lifesaver...please help us spread *The Heart Truth* to women in South Central Nebraska. To make this event a success, we need your participation! For more information, please contact Dixie Zoucha at (402)462-6211 or 1-877-238-7595 (toll free)!

Thank You!

The Heart Truth Coalition of Adams, Clay, Nuckolls and Webster Counties

Please visit *The Heart Truth* website for more information at www.nhlbi.nih.gov/health/hearttruth

Model List

Escort #1 – **Nick**

Escort #2 – **Marc**

1. Herberger's (**Marlene**) Skirt, shell & jacket
2. Herberger's (**Angi**) Black suit with red pinstripes
3. Herberger's (**Levita**) Black shell, red blazer
4. Herberger's (**Mary**) Holiday set
5. Herberger's (**Peg**) Red sweater, black pinstriped pants
6. Herberger's (**Geneva**) Sweater with leather on front
7. Schweser's (**Beth**) Red 2-piece suit
8. Schweser's (**Carol**) Navy blue slacks & red sweater
9. Schweser's (**Gail**) Red sweater shirt
10. Carmen's (**Glenda**) Patchwork jacket with slacks and red shirt
11. Allen's (**Brenda**) Red jacket with snowflakes, black skirt
12. Allen's (**Rebecca**) Red wool jacket with black fur collar
13. Allen's (**Katie**) Husker two piece pant set.

Break for Door Prizes

14. Shades West (**Tara**) Burgundy and black microplush jacket, black blouse and skirt
15. K-Mart (**Angela C**) Black velour pants and red velour shirt
16. 16.Pamida (**Sarah**) Red crocheted sweater, black lace tank and khaki cargo pants
17. 17.Gary Michael's (**April**) Suede jacket, necklace and earrings
18. 18.The Buss Stop Too (**Lisa**) Red leather jacket, plaid trousers
19. 19.One The Avenue (**Colleen**) Velour jacket and shell black and velour slacks
20. Gordman's (**Stacy**) Sweater and black skirt

21. Pamida (**Christina**) Red crocheted turtleneck sweater with jeans
22. The Buss Stop Too (**Sally**) Rain jacket, black skirt, sweater
23. Wal-mart (**Mellisa**) Husker 2-piece fleece outfit
24. Shades West (**Tara**) Red, white and blue jacket with jeans
25. Gary Michael's (**Charlotte**) Fur trimmed sweater, necklace and earrings

Break for Door Prizes

26. Herberger's (**Marlene**) Sweater with embroidery on sleeves
27. Herberger's (**Angi**) Wool coat
28. Herberger's (**Mary**) Wool hooded coat
29. Herbergers (**Peg**) Holiday dress
30. Schweser's (**Beth**) Black pants, short sleeved red sweater and patch work jacket
31. Schweser's (**Carol**) Wool skirt, black sweater, red jacket
32. Schweser's (**Gail**) Red & multi-colored sweater, black pants
33. K-Mart (**Angela**) Black velveteen floor-length skirt and red velvet top
34. Blue Hill Red Hat Society (**Pat**)
35. Blue Hill Red Hat Society (**Mariel**)
36. Roseland Red Hat Society (**Bonnie**)
37. Roseland Red Hat Society (**Betty**)
38. Allen's (**Melanie**) Purple dress with red boa
39. Allen's (**Georgene**) Red slacks and skirt with plaid handbag.

Style Show Narrative

The Heart Truth features a Red Dress as the national symbol for women and heart disease awareness. This symbol links a women's focus on her "outer self" to the need to also focus on the "inner self" and her heart. What's a Red Dress got to do with it? A simple Red Dress (or red outfit) works as a visual red alert to get the message heard loud and clear that heart disease doesn't care what you wear ... it is the #1 killer of women in Nebraska ... and across the United States.

Since the beauty salon is where many women go to relax and pamper their outer selves, we think it is the ideal setting to place lifesaving heart health information that will motivate women to take care of their inner selves ... and their hearts, as well. Today, we have decided to pamper the real "lifesavers" in this effort ... all of the beauty salon stylists who are helping spread *The Heart Truth* to the women of Adams, Clay, Nuckolls and Webster counties! So please sit back .. relax... and enjoy the style show, luncheon and program!!!

To add a little extra touch of class and elegance to our style show, we have two handsome and dashing young gentlemen here to escort our models to and from the runway. **Nick** looks dashing in the *Royal* tuxedo by Gary Michael's. It features a notch lapel and a one-button style in a tropical worsted wool. The tuxedo has been accessorized in the black shirt complimented with *The Fusion's* red fullback vest and Windsor tie by *Andrew Feeza*. Gary Michael's in Hastings has a great selection for all your formal needs.

Marc is ready for any formal occasion in this *Chaps Ralph Lauren* tuxedo. It features a two-button front with a peak lapel. The *Freedom* cardinal red fullback vest and Windsor tie complete

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his look. Gary Michaels rents their formal wear from only the best in the country- Jim's Formal Wear.

Our first 6 models are from Herbergers of Hastings.

1. First is **Marlene**. She is wearing a slinky collection from Herberger's private label, *Studio Works*. The skirt and shell are made of polyester and spandex, making the outfit extremely comfortable. The fabric moves with Marlene as she moves. Her jacket is made by *Sag Harbor* and can be interchangeable with a variety of other pieces.
2. Next we have **Angi**. She is wearing a very sophisticated black suit with red pinstripes. This suit is made by *Miss Dorby*. The red shell underneath is made of a faux suede, making the suit a great look for the fall season. Doesn't she look great?
3. Here we have **Levita**! Levita's black shell and red blazer are both made by Sag Harbor. The black mock neck shell is 100% acrylic. The fabric is extremely soft and feels almost fleece- like. Her red blazer is 100% wool, which will keep her warm in the fall and winter months. The lining of the blazer is 100% polyester to keep the wool from making her itchy.
4. Next up is **Mary** and she is ready for the holidays. Her *Sag Harbor* top looks like a twin set, but is actually all one piece. This is great for those who work or live in a warm environment. The sparkling fabric dresses up an ordinary top and makes Mary ready for any Holiday gathering she may attend.
5. **Peg** is up next in *Evan Picone*. This newest group from *Evan Picone* is called 'New Edwar'. Again, we see red pinstripes in the black polyester pants. The red V-necked sweater looks great by itself or with a white man-shirt underneath it: like the one Peg is

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wearing by *Relativity*. *Relativity* is another private label of Herberger's. This outfit is perfect for either a dressy or casual look.

6. Here we have **Geneva**. She is wearing one the hot trends of this fall and winter season. Her *Maurice Sasson* sweater is 100% cotton on the back and sleeves and genuine leather on the front. This sweater can be coupled with slacks for a dress-casual statement, or worn with a skirt and leather boots for an evening out. Be sure to check out all the fashions at Herberger's located at the Imperial Mall in Hastings.
7. Our next three models are from Schweser's in Hastings. Today **Beth** is wearing a bright red two piece suite by *Jody Michaels*. The longed sleeved one-button jacket can be worn open or closed. Her outfit is adorned by a lovely red hat. Schweser's is located in the Imperial Mall in Hastings.
8. **Carol** is ready for an evening out wearing her navy blue pleated slacks by *Requirement* and her long sleeved red zipped front sweater by *Shenanigans*. Schweser's, invites you to stop in soon to see what's new for fall and winter!
9. Lookout Cornhuskers! Here is **Gail**, also from Schweser's. Gail is wearing a long sleeved red sweater shirt adorned with white cuffs and collar. She is also wearing comfortable *Bill Blass* stretch jeans. What a comfortable outfit for the game, courtesy of Schweser's!
10. **Glenda** from Carmen's in Superior is showing the perfect updated patchwork jacket. Black, red, teal, purple and black & white check color blocks make this the most versatile item in anyone's wardrobe. The collar is blanket-stitched and the color blocks are outlined in fancy needlework. The jacket is teamed with a great pair of checked slacks and a red knit shirt that has a double crew neck for added interest. The shirt has matching

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color blocks with an extra touch of crewel-look needlework florals. All of these *Koret* items are available at Carmen's in Superior. Quality style and service are *Koret's* and Carmen's top priority.

11. Brenda, from Allen's of Hastings, is looking forward to the winter holidays wearing a vibrant red jacket with embroidered snow flakes, snowman appliqué and seed beads sprinkled about. A straight black skirt finishes the outfit. Allen's is located at 1115 West 2nd in Hastings.

12. Our next model is also from Allen's. **Rebecca** is wearing a red boiled wool jacket with black horses racing around the bottom. The black fur collar is detachable for two different looks. A ruffle hem skirt is an added touch. You can find more fun outfits just like this at Allen's in Hastings.

13. Katie is going to the next Husker game wearing this Nebraska red two piece cotton knit pant set, also from Allen's. Black stripping accents the collar, cuffs and pant pockets. A crystal Husker pin completes the outfit. Stop by and visit the friendly staff at Allen's soon!

Break for Door Prizes

14. Tara, modeling for Shades West in Red Cloud, is wearing a burgundy and black Southwest feather design luxurious microplush jacket made from the finest materials that wisk moisture away from the body to keep you dry and warm. Absolutely washable! Under the jacket, she wears a black blouse accented with rhinestones on the collar and sleeve cuffs. The blouse works great for layering or looks great alone. Tara chose a full length A-line black skirt made of 100% rayon and accented by a silver linked heart Concho belt. Black western boots complete the ensemble. This outfit is a comfortable

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great look for work or a night out. Shades West offers a large selection of western attire for the entire family.

15. Our next model is **Angela**. She is wearing coordinating velour separates from the *Jaclyn Smith* Holiday Grandeur collection, from K-Mart of Hastings. The black faux velvet pants have a straight leg cut with a comfortable hidden elastic waistband. The red velveteen, cowl-neck, long sleeved shirt can be worn tucked in or untucked. Angela has chosen black faux suede low heels to complete her ensemble. Her outfit can be found exclusively at K-Mart, located at the Imperial Mall in Hastings. Her hair was styled by Larina Ballheim and Kim Bohlen of Hair Premiere of Hastings.

16. Sarah, modeling for Pamida of Superior, is ready for classes in the *North Crest* front-zip, crocheted red sweater, which features a large lapel collar. She's teamed the sweater with a black lace tank top and khaki cargo pants. Sarah's hair was styled by Jody Langer of Total Elegance in Superior. Pamida in Superior has something for everyone in the family. Stop by and see them soon!

17. April is sporting the latest in washable suede from Gary Michaels. This hollyberry jacket from *Bellpointe* is completely washable. The "Brighton" red bedazzled necklace and earring finish the look. Gary Michael's features an entire collection of *Brighton* handbags and accessories. April's hair was styled by Larina Ballheim and Kim Bohlen of Hair Premiere in Hastings.

18. Our next model is **Lisa** from the Buss Stop Too! Lisa is wearing a red leather jacket from *Serano Leather* for crisp fall weather. Her trousers are a mini plaid, which compliment her sweater and accessories. Jackets and coordinating pants and skirts are just a few of the many items offered at the Buss Stop Too in downtown Hastings.

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- 19.** Comfortable is the word for this outfit from On the Avenue in downtown Hastings modeled by **Colleen**. Designer *Marisa Christine* takes credit for this red velour jacket and long sleeved matching shell, teamed with black velour slacks. Note the jeweled neck on the front zip jacket with pockets. Colleen's hair was styled by Kristin Elliott of Kristin's on the Plaza in Hastings
- 20.** **Stacy** is stepping out in classic style in her Famous Designer clothes brought to you by Gordmans of Hastings. Her soft acrylic sweater set by *Carolyn Taylor* has elegant black accent stitching around the neckline and sleeves. Her fully lined black, side slit skirt is made of a washable polyester for easy wear and care and is made by *Michele*. To accessorize her ensemble, Stacy has chosen a black beaded necklace accented with silver detailing. You're sure to be able to dress for less with all the latest styles by visiting your local Gordmans store, where you can find brands you want and the savings you deserve!
- 21.** **Christina** is keeping warm in this *North Crest* red crocheted sweater featuring a turtleneck collar from Pamida in Superior. Notice the raised embroidery around the neckline and across the top of the shoulders. Christina has paired the sweater with a pair of faded blue jeans featuring flare-legs. The jeans have been accessorized with a black belt with red accents. You'll find these and more fun fashions at Pamida in Superior.
- 22.** From The Buss Stop Too, in Hastings, we have **Sally**. She is sporting a red all-weather rain jacket from *Jackets Galore*. Her black skirt and sweater from *Tribal* team up for a classy fun look for the season. Trend-setting looks can be found at the Bus Stop Too in downtown Hastings.
- 23.** **Melissa** is already for the next Nebraska football game in this two piece fleece outfit by *Red Oak*. The v-necked top has topstitching on the three-quarter sleeves and down the

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front. The comfortable fleece pants have piping on the sides. This Husker outfit can be purchased at Wal-Mart in Hastings. Melissa's hair was styled by Larina Ballheim and Kim Bohlen of Hair Premiere in Hastings. Go Big Red!

24. To celebrate the return of cold weather in fashion, **Tara** is wearing a red, white and blue *Freedom Eagle* micro plush jacket from Shades West in Red Cloud. The majesty and drama of the great outdoors come together in this striking outerwear. Under the jacket she compliments the jacket with a 100% cotton patriotic button down blouse. Tara chose blue jeans for a comfortable look accented with a brown leather belt. *Justin* brown cowhide leather slip-on casual shoes complete this outfit for a fun day out with friends or anytime. Shades West, the Midwest's chief western outfitter, invites everyone to come and visit their store in Red Cloud.

25. **Charlotte** is dressed in the *Bellepointe* fair-aisle sweater from Gary Michaels. The sweater is trimmed in fur at the collar and cuffs. She is accessorized in silver and pearl cherry blossom necklace and earrings by Brighton. Gary Michaels in downtown Hastings showcases *Brighton's* newest collection of gifts and home accessories.

Break for Door Prizes

26. Once again, we have **Marlene** from Herberger's. This time around she is wearing a *Relativity* sweater. It is a 100% cotton and comes with its own matching scarf. The embroidery down the sleeves of the sweater makes it more fashionable and fun. You're at the right place when you shop Herberger's!

27. It's **Angi** turn again. She has added some wool to her ensemble from Herbergers. Her *Izzy* wool coat looks like it's made to be worn with her pant suit. But, don't let the

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suit fool you. The coat can also be worn with a more causal outfit like jeans and a sweater. Either way she is toasty warm in her wool coat.

28. Mary is also sporting a new coat. This coat comes from Herbergers private label, *Relativity*. It is another versatile coat that can be worn dressy or casual. The hood *gives* Mary added protection from the elements. It is 80% wool and 20% nylon.

29. Our last model from Herbergers is **Peg**. She looks fabulous in this red *Ronni Nicloe* holiday dress. She will differently be the talk of any party. Her sleeveless dress is accompanied by a *Baar and Beards* social wrap to keep her shoulders warm from holiday weather. Peg's *Mootsie Tootsie* strappy heels match the beading on the wrap. And who can wear such a gorgeous dress without some accessories? Peg's silver pendent and earrings accent the pin at the "V" of her plunging neckline. She looks great! Herbergers would like to thank the Heart Truth for allowing them to participate in this great cause!

30. Back again, **Beth** is wearing one of Schweser's newest *Koret* groups. She looks great wearing black pleated pants of poly and rayon. Completing the ensemble is a short-sleeved, mock-neck red sweater paired with a gorgeous patchwork jacket.

31. Today, **Carol** is showing you Schweser's newest *Sag Harbour* wool outfit. It features a belted and pleated zip front skirt, and a short sleeved black mock-neck sweater. The popular zip front red jacket completes the look. Schweser's has the perfect outfit for every woman!

32. Gail, also from Schweser's, is wearing one of their newest *Koret* sets. This beautiful red and multi-colored, zip-front sweater is paired with belted and pleated black pants. A

short-sleeved, mock-neck black sweater completes the look. Be sure to stop by Schweser's in the Imperial Mall soon!

33. Angela is back again for K-Mart of Hastings. This time she has chosen two more separates from the *Jaclyn Smith* Holiday Grandeur Collection. The black velveteen, invisible elastic-waist skirt is floor length with a back slit up to the knee for easy movement. The red faux velvet top has long straight sleeves with a ruffled chiffon neckline that hides the front button enclosure. The black faux suede shoes accent this outfit well. Angela's shoes are found in the K-Mart shoe department in the Imperial Mall Hastings. Angela will be style at a formal gathering at work, in the office, or for a night out on the town in this K-mart original.

34. The Red Hat Society, often referred to as a "disorganization," is a group of women over 50 years of age who get together and do all the things that they couldn't do when they were younger, raising their families and working. The Blue Hill Red Hat Society was formed in May 2003, and their first model is **Pat**, the Queen Mother. Pat is wearing a purple broomstick skirt with a matching purple top. Not only can Pat wear this outfit to her Red Hat get-togethers; she can wear it when she goes square dancing. Pat made her red hat with purple flowers. She is also wearing red shoes. She accessorized her outfit with red boa she purchased at Allen's of Hastings. Allen's also has Red Hat jewelry, such as the red hat bracelet and earrings set Pat is wearing. Our next model is **Mariel**. She has the position of Hysterian on the Blue Hill Red Hat Society. Yes, I said Hysterian. In other clubs, she would be called a Historian. Mariel is wearing a beautiful three-piece purple knee length suit with a shawl collar. The embroidery on the collar matches the embroidery on her blouse. Notice her accessories a red hat pin and red

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earrings. Mariel who also created her red felt hat, is wearing red shoes, and is carrying a red crocheted purse.

36. The Red Hat Society was inspired by a popular poem entitled “Warning” by Jenny Joseph, which begins “When I am an old woman ... and mentions wearing purple and doing silly things. Also with us today is **Bonnie** the Queen Mother of the Red Hat Society in Roseland. Bonnie is wearing a chapeau by Betmar of New York, embellished with a sheer red scarf, and *Oscar de la Renta* bow and a red hat pin.
37. **Betty** is also a member of the Roseland Chapter of the Red Hat Society. She is wearing an original creation with a painted red ostrich egg crown, encircled by a straw hat brim, and adorned with ostrich plumes. The Red Hat Society believes silliness is the comedy relief of life and since we are all in it together, we might as well join red-gloved hands and go for the gusto together!
38. Even though **Melanie** is far from 50, she’ll look great at the next Red Hat Society function in this outfit from Allen’s. Life was meant to be lived in a purple scoop neck dress with red hats and red stones scattered along the front pockets. Check out the red feather boa and red ruffles on the appliqué handbag! She is ready for a day of fun.
39. **Georgene**, our final model, is just right in her red washable polyester moleskin slacks and shirt. She is carrying a red and black plaid handbag and wearing festive jewelry – all from Allen’s ladies clothing and jewelry department, where fashions have affordable price tags.

That concludes our Style Show. Before our “heart healthy” luncheon, let’s thank all our models and their two escorts with a big round of applause!

WELCOME

I would like to welcome everyone here today to *The Heart Truth* Luncheon and Red Dress Style Show. As you know, *The Heart Truth* is a national public awareness campaign to help women become more aware of their risks of heart disease. Many women think of heart disease as a man's disease; unfortunately, they do not realize that heart disease is the # 1 killer of women. Nearly twice as many women in the U.S. die of heart disease and stroke as from all forms of cancer, including breast cancer. In the year 2001, 2,217 women in Nebraska died from heart disease.

With these statistics in mind, Brodstone Memorial Hospital/Superior Family Medical Center, Mary Lanning Memorial Hospital, Midlands Cardiology Group, Nebraska Heart Institute, South Heartland District Health Department and Webster County Community Hospital joined together to sponsor today's *Heart Truth* Luncheon and Red Dress Style Show in partnership with the American Heart Association of Nebraska, Bristol-Meyers Squibb Medical Imaging, Clay County Health Department, and the Nebraska Health & Human Services System's Cardiovascular Health Program and Office of Women's Health.

CLOSING REMARKS

I hope everyone here today has enjoyed themselves. I would like to once thank all of our sponsors and partnering organizations. In addition, thank you to all the businesses listed on the back of the programs for donating items for the door prizes, centerpieces, red outfits, displays for the salons, discounts, etc. Each one of them has made this event successful. Also, thank you to Kelly Glorioso, our Style Show emcee; our keynote speaker, Dr. Chaudhuri; the Holiday Inn Convention Center and Garden Café for this delicious luncheon; and to all the models and our two handsome escorts. And finally, thank you to all of you for helping spread *The Heart Truth*!

I would like to remind a representative of each salon to stop by that table and pick up a display to take back to your salon. Salons that were unable to be here today will be also getting a display in the near future. To restock your display, please contact one of the people listed on the card we've placed in the back of the display.

Once again, thank you and drive home safely.



Media Alert

News Feature Special Event Great Photo Opportunity!

More than 100 women, many wearing red dresses, will converge on the Hastings Holiday Inn & Convention Center on Monday, Oct. 20th for a special educational event spotlighting the #1 killer of women in America: Heart Disease

Event: *The Heart Truth* Luncheon & Red Dress Style Show

Date: Monday October 20, 2003

Place: Holiday Inn Convention Center, 2205 Osborne Drive East in Hastings

Time: Style show begins at 11:30 am; Luncheon and program to follow

Keynote Speaker: Dr Pradipta Chaudhuri, cardiologist with the Nebraska Heart Institute in Hastings

Purpose: To introduce *The Heart Truth*, a national public health education campaign focused on women and heart disease. To enlist the help of beauty salon stylists in the region to educate area women about what they can do to protect themselves.

- Symptoms of heart attacks in women can be different than symptoms in men. For this reason, women's symptoms are sometimes ignored or misdiagnosed.
- *The Heart Truth* campaign uses the symbol of the red dress to draw attention to the fact that "Heart Disease doesn't care what you wear" --women are also at risk.
- Beauty salons give women a chance to focus on themselves and provide a convenient outlet for the distribution of lifesaving information on important women's health issues.
- A broad coalition of local and statewide healthcare organizations are partnering to support this effort.

Contact info:

Dixie Zoucha (ZOO-ha)

Wellness Coordinator for the South Heartland District Health Department

877-238-7595



Facts About The Heart Truth Public Education Campaign

Target Audience: Women ages 35+

Public Education Campaign Goals:

- To build awareness of the signs and symptoms of heart disease
- To give women a wake-up call about their risk for heart disease
- To motivate women to act now to protect their hearts

Key Campaign Messages

- Symptoms of heart attacks in women can be different than symptoms in men.
- Some symptoms of heart attacks in women are similar to symptoms of menopause or other common health concerns, and are sometimes ignored or misdiagnosed.
- Most heart attacks start slowly, with mild pain or discomfort, and women affected wait too long before getting help.
- Women often focus their concern on other health problems, failing to recognize that heart disease is the #1 killer of women in America.
- Women often fail to make the connection between risk factors and their own chance of developing heart disease.

Symptoms/Warning Signs:

- Chest pain, pressure, squeezing, fullness or discomfort that lasts for more than a few minutes or goes away and comes back.
- Nausea
- Dizziness
- Unexplained weakness, anxiety, or fatigue without chest pain
- Pressure/pain in upper back, shoulders, neck, arm, or jaw
- Clammy sweats, heart flutters, paleness
- Stomach/abdominal pain
- Shortness of breath/difficulty breathing

What to do if heart attack warning signs occur:

- Call 911 immediately. If the victim is not breathing, CPR should begin immediately.
- Insist that hospital staff members take complaints seriously and conduct a thorough cardiac evaluation.

Statistics/Facts

- Heart disease is the #1 killer of women in the United States.
- One out of two women will die of heart disease each year.
- In 1999 in the United States, all cardiovascular diseases claimed the lives of 512,904 women; that's 1,405 lives lost each day.
- Nearly twice as many women in the United States die of heart disease and stroke as from all forms of cancer, including breast cancer.
- 38 percent of women who have heart attacks die within a year.
- Women who've had a heart attack are at higher risk of having a second heart attack or a stroke.

Statistics for Nebraska

- Heart disease is the leading cause of death for women in Nebraska.
 - In 2001, 2,217 women died from heart disease; up from 2,194 in 2000.
- In the 45-59 age group, 73 females died of heart disease in 2001

Nebraska Partners

- Nebraska Department of Health & Human Services
 - Cardiovascular Health Program
 - Office of Women's Health
- American Heart Association in Nebraska

National Partners

- National Heart, Lung, & Blood Institute
- American Heart Association
- WomenHeart: the National Coalition for Women with Heart Disease
- Office of Women's Health, Department of Health and Human Services
- National Women's Health Information Center

For additional information, contact Kari Majors, Community Health Educator, Cardiovascular Health Program, at 402-471-1823 or kari.majors@hss.state.ne.us

NEBRASKA HEALTH AND HUMAN SERVICES SYSTEM



Cardiovascular Health Program and the Office of Women's Health

FOR IMMEDIATE RELEASE

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Hastings – More than 100 area women gathered at the Hastings Holiday Inn and Convention Center on Monday for a luncheon, fashion show and educational program about heart disease, the #1 killer of women in America. Dr Pradipta Chaudhuri, a cardiologist with the Nebraska Heart Institute in Hastings, was the keynote speaker.

“Symptoms of heart attacks in women can be different than symptoms in men. For this reason, women’s symptoms are sometimes ignored or misdiagnosed,” said Dixie Zoucha, Wellness Coordinator, South Heartland District Health Department, and one of the organizers of the event.

The most common symptoms for heart disease for both men and women is chest pain or discomfort. However, women are somewhat more likely than men to experience some of the other common symptoms, particularly shortness of breath, nausea or vomiting and back or jaw pain. “Women need to learn to recognize the symptoms of heart attack and to call 9-1-1 before it’s too late,” Zoucha said.

Many of the women attending the luncheon wore a red dress, the national symbol for women and heart disease. The symbol has been popularized through *The Heart Truth*, a new public education campaign that served as a catalyst for Monday’s event. Red dresses were modeled in a pre-luncheon fashion show emceed by Kelly Glorioso, a newscaster with KHAS-TV.

Beauty salon stylists from a four-county region, Adams, Clay, Nuckolls and Webster, were hosted at the event and encouraged to distribute educational information about heart disease to their clientele. “Beauty salons give women a chance to focus on themselves and provide a convenient outlet for the distribution of lifesaving information about women’s health issues,” Zoucha said.

A broad coalition of local and statewide healthcare organizations are partnering to support this effort in the region. The event was sponsored by Brodstone Memorial Hospital/Superior Family Medical Center, Mary Lanning Memorial Hospital, Midlands Cardiology Group, the Nebraska Heart Institute, South Heartland District Health Department and the Webster County Community Hospital.

State and local partners include: American Heart Association in Nebraska, Bristol-Meyers Squibb Medical Imaging, Clay County Health Department and the Nebraska Health and Human Service System's Cardiovascular Health Program and Office of Women's Health.

For additional information, contact your local healthcare provider or call the South Heartland District Health Department at 402-462-6211 or 1- 877-238-7595.

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